

Strategic Plan FY 2002-2004
Activity Purpose and Measures:

Program	Community Outreach	
Activity	Public Information	
Activity Purpose Statement	The purpose of the Public Information Activity is to provide communication services to the government, personnel, media outlets and the general public so they can be informed about Department of Human Services activities.	
Services that Comprise the Activity	Community Event Presentations Public Hearings Community Forums Public SpeechPreparation Community Outreach Fairs Public Speeches Community Service Information Voter Registrations Press Releases and Conferences	
Activity Performance Measures (Measure & Target)	<u>Results:</u> % of reduction of dissatisfied customer complaints % of increase in services <u>Output(s):</u> # of information products disseminated # of responses to media inquiry # of employee with increased morale	<u>Demand:</u> # of Department of Human Services employees # of people in the general public <u>Efficiency:</u> \$ per information product \$ per inquiry
Responsible Employee(s)	Rhonda Stewart	